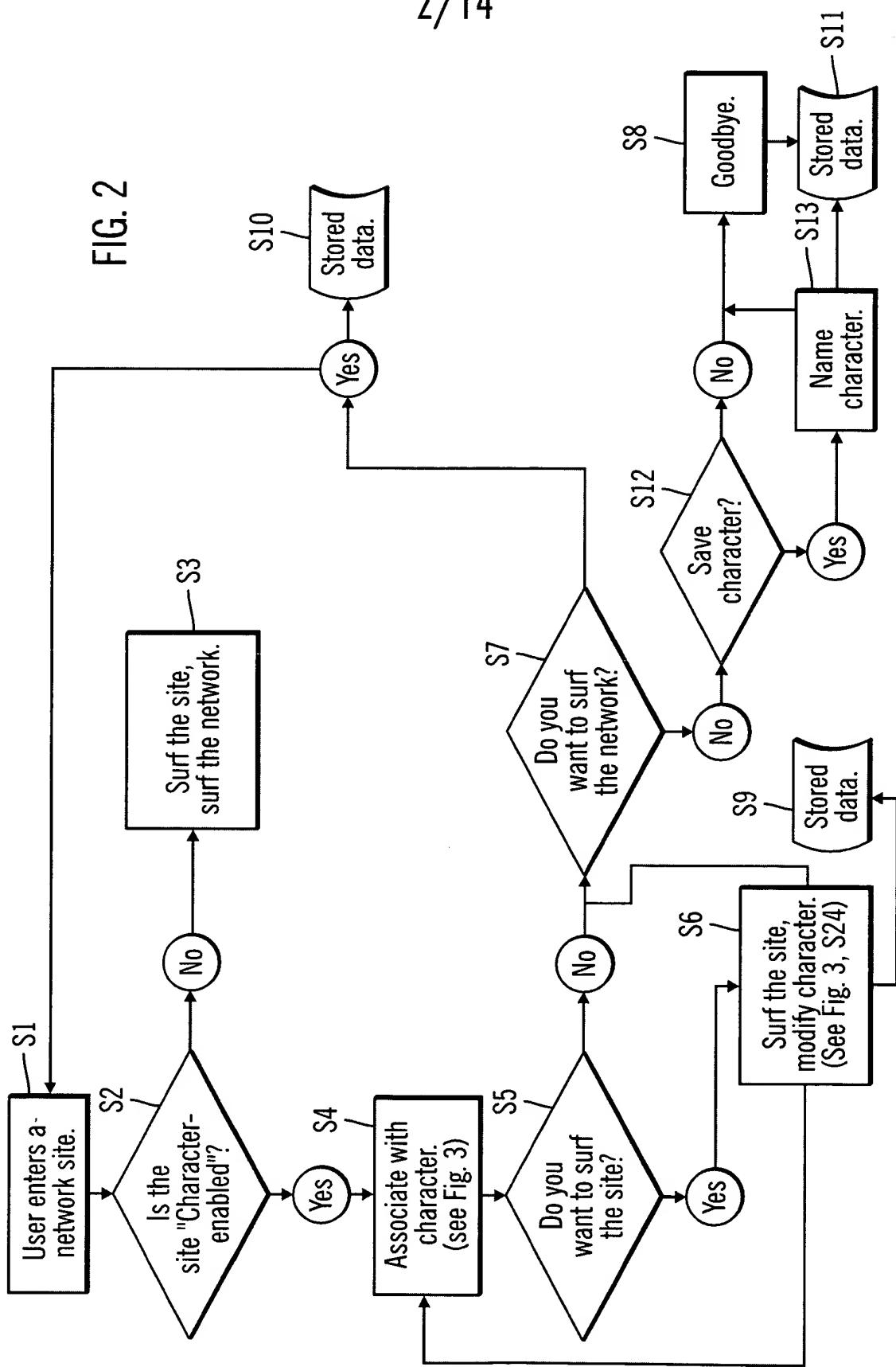


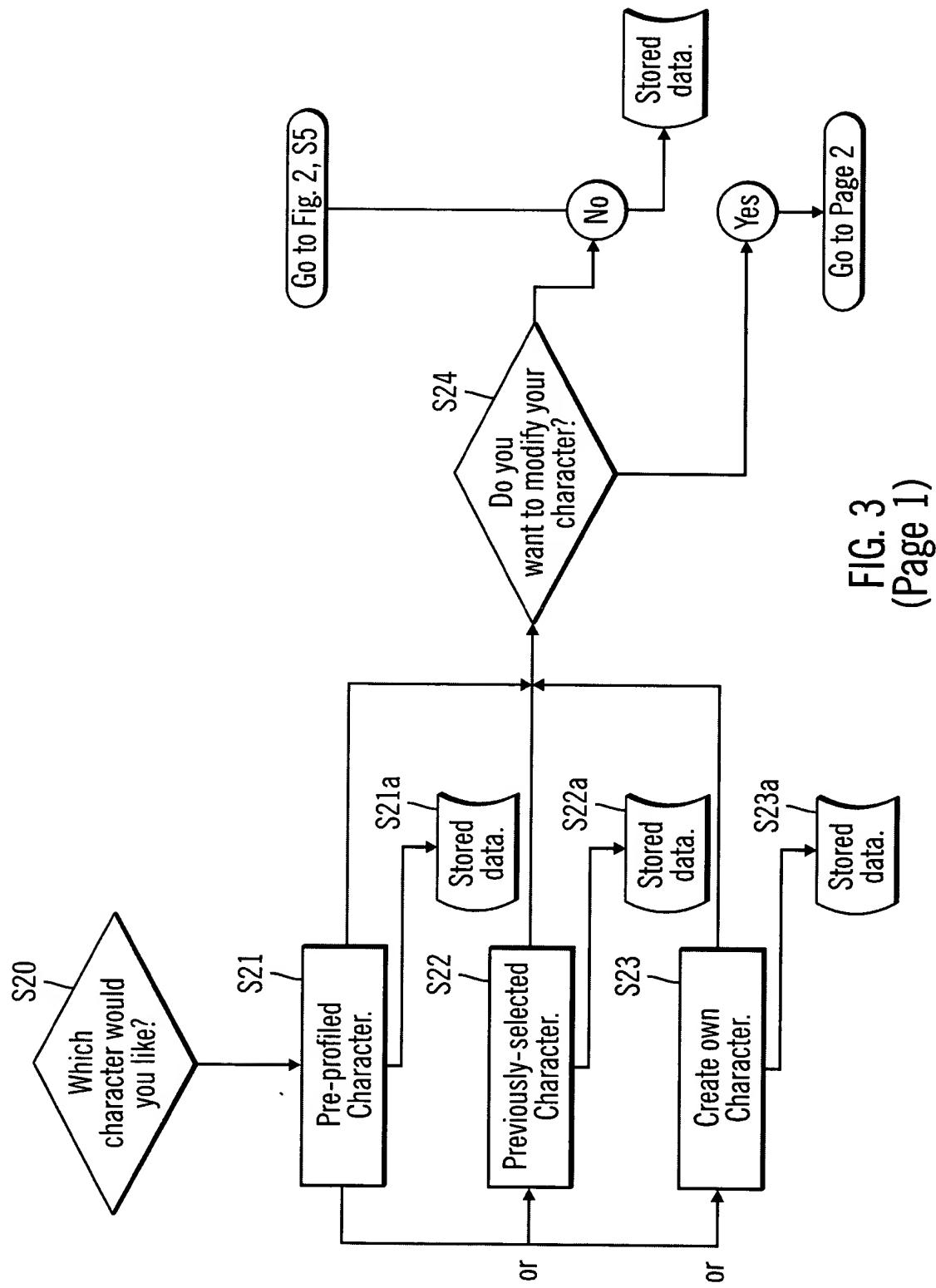
FIG. 1

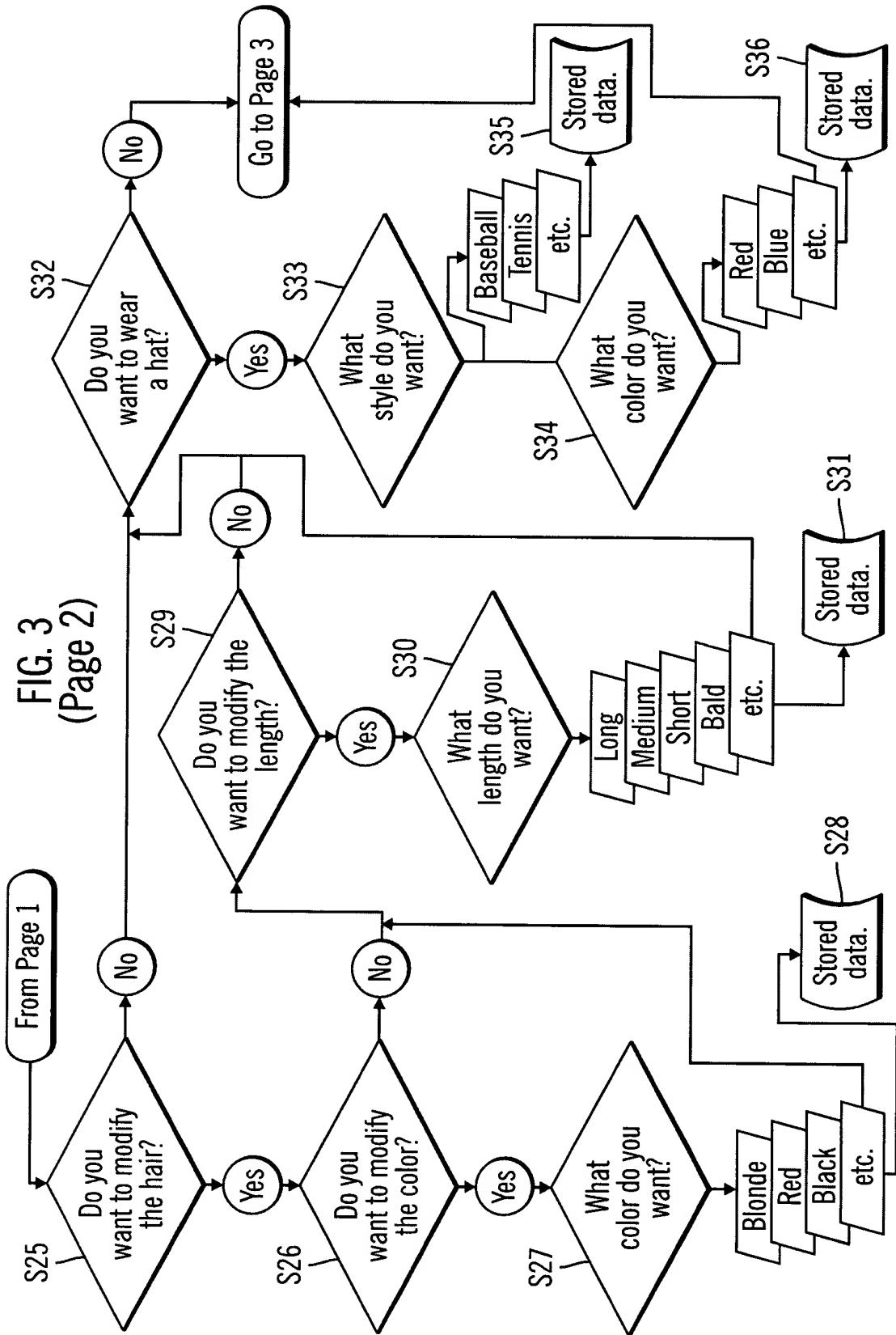
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FIG. 2

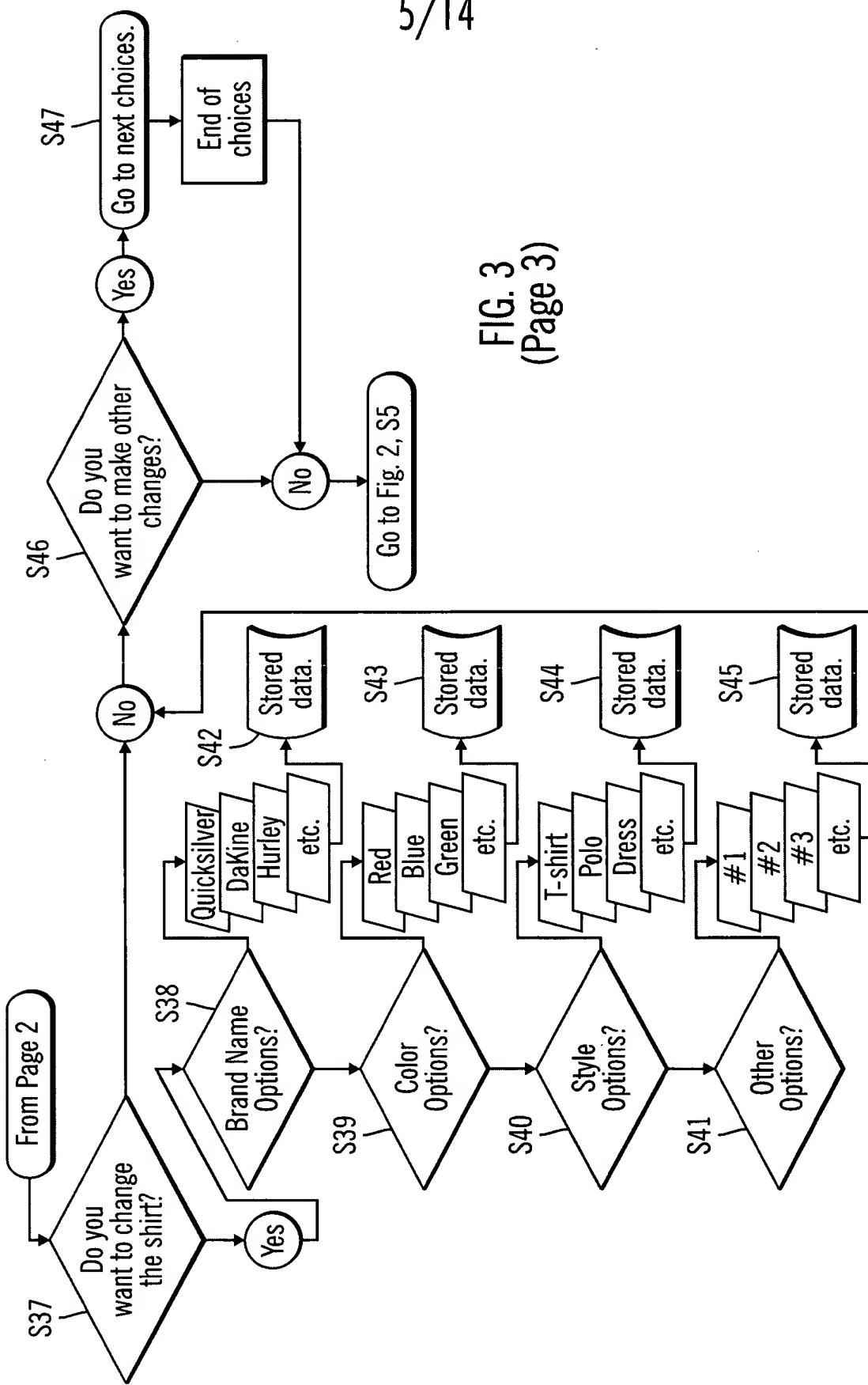


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FIG. 3
(Page 1)



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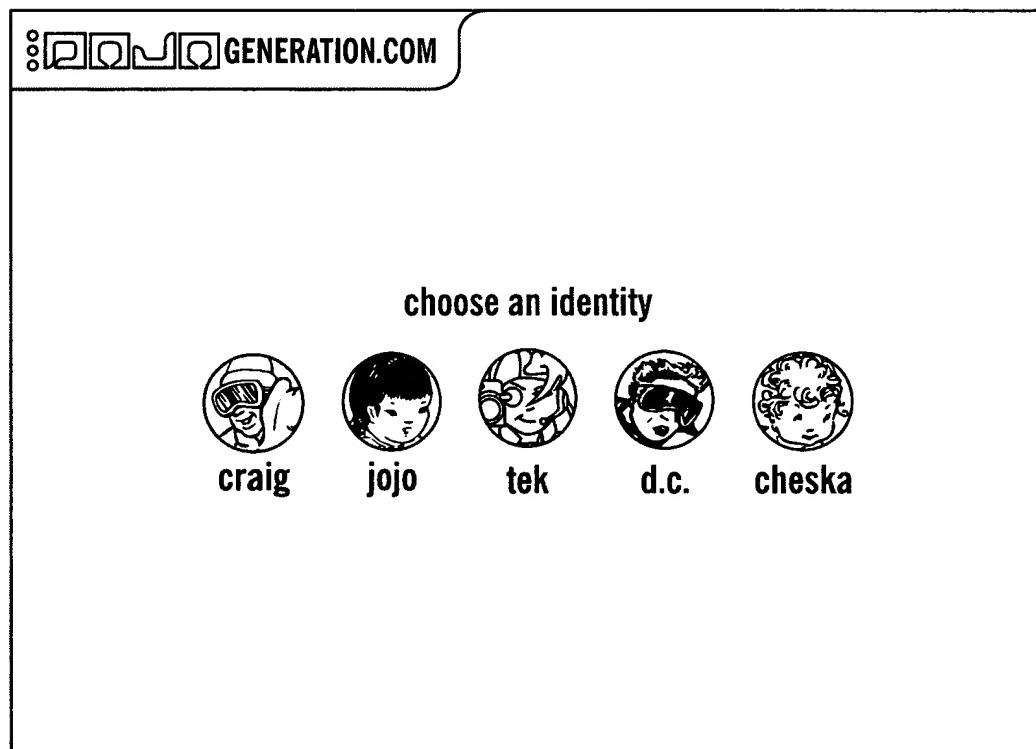


FIG. 4

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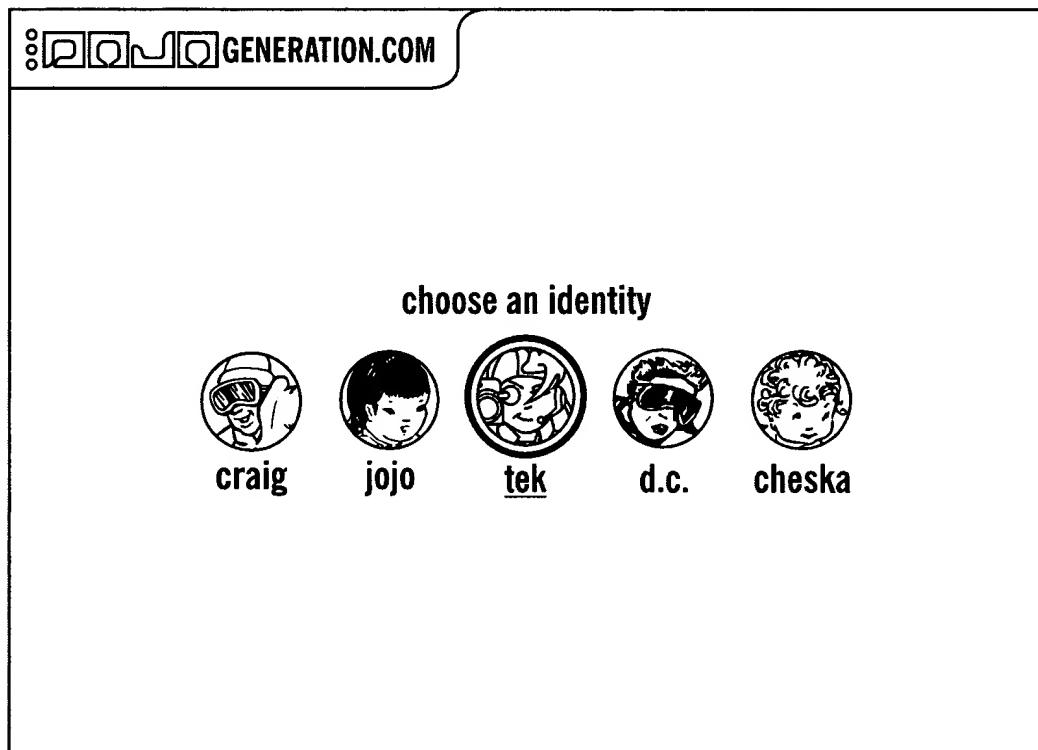


FIG. 5

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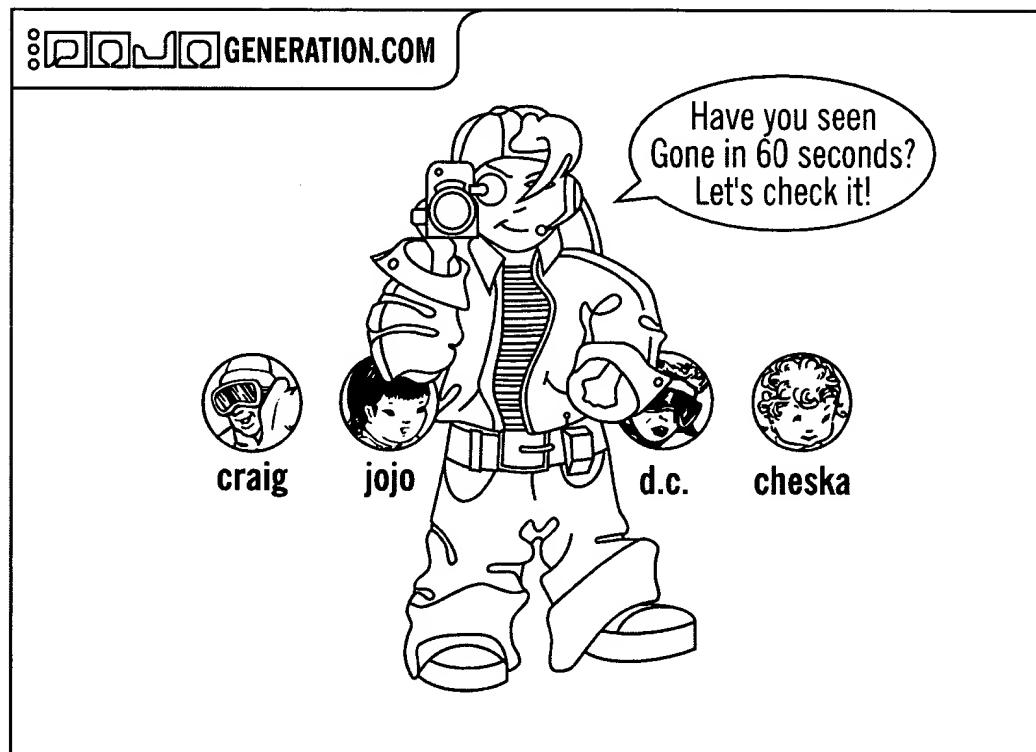


FIG. 6

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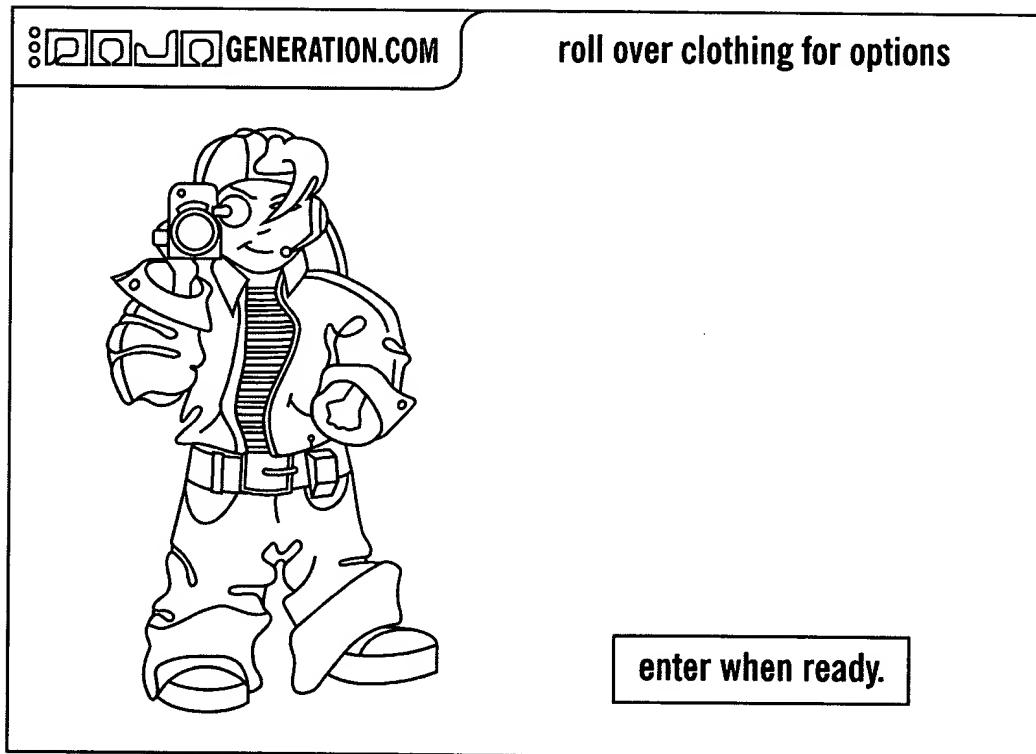


FIG. 7

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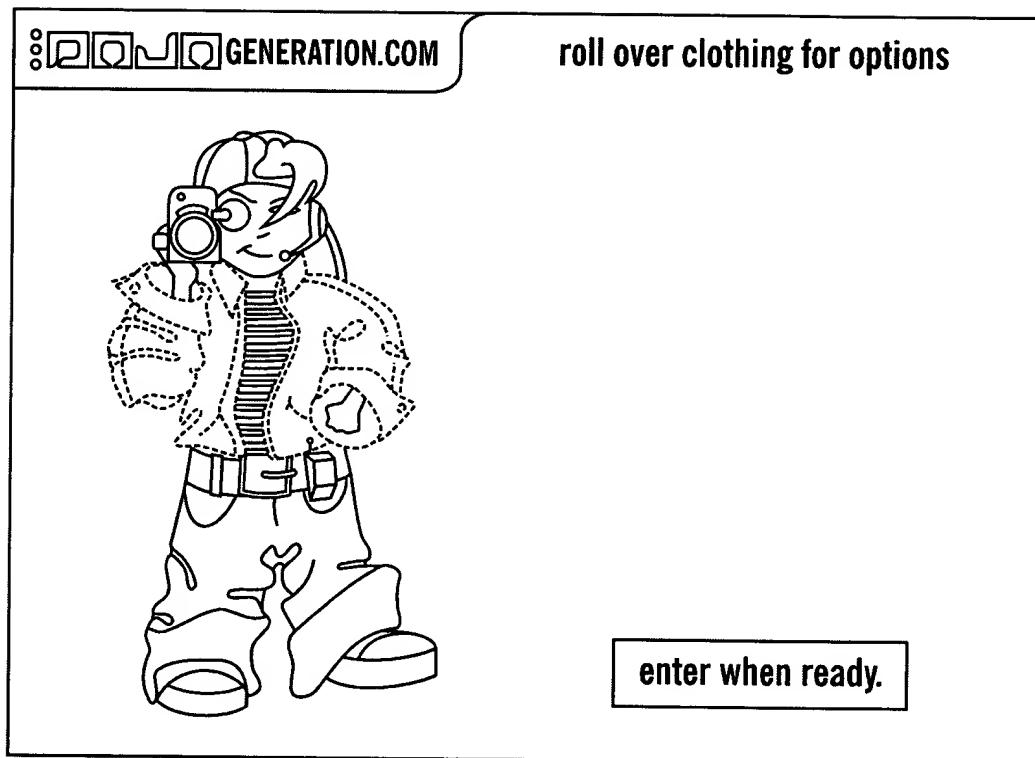


FIG. 8

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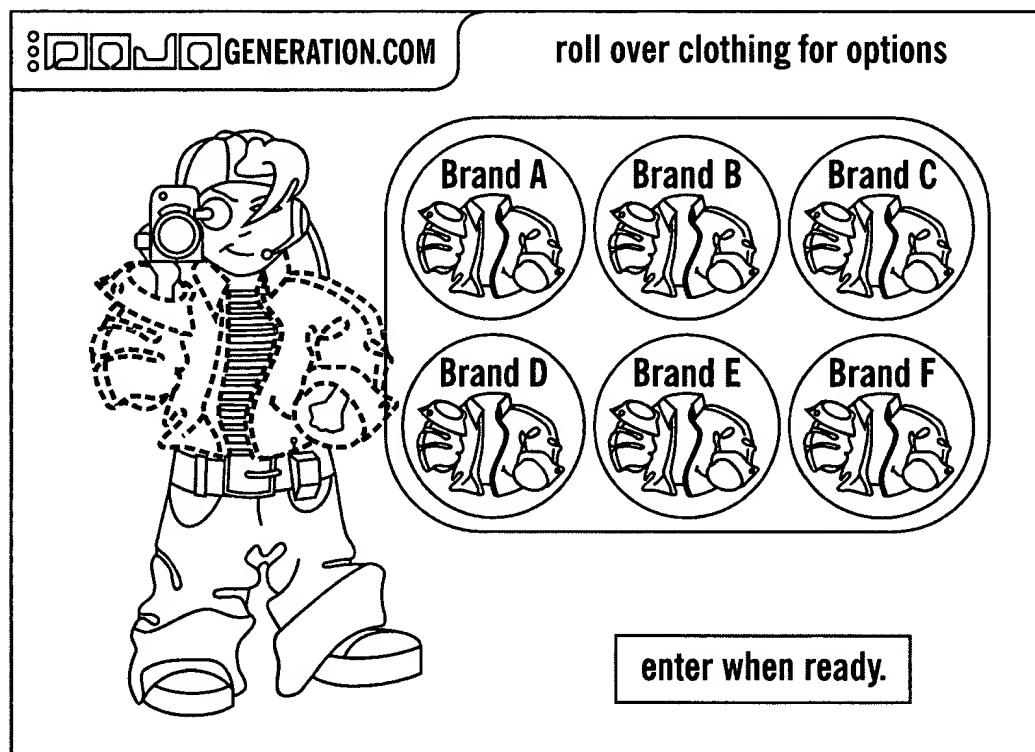


FIG. 9

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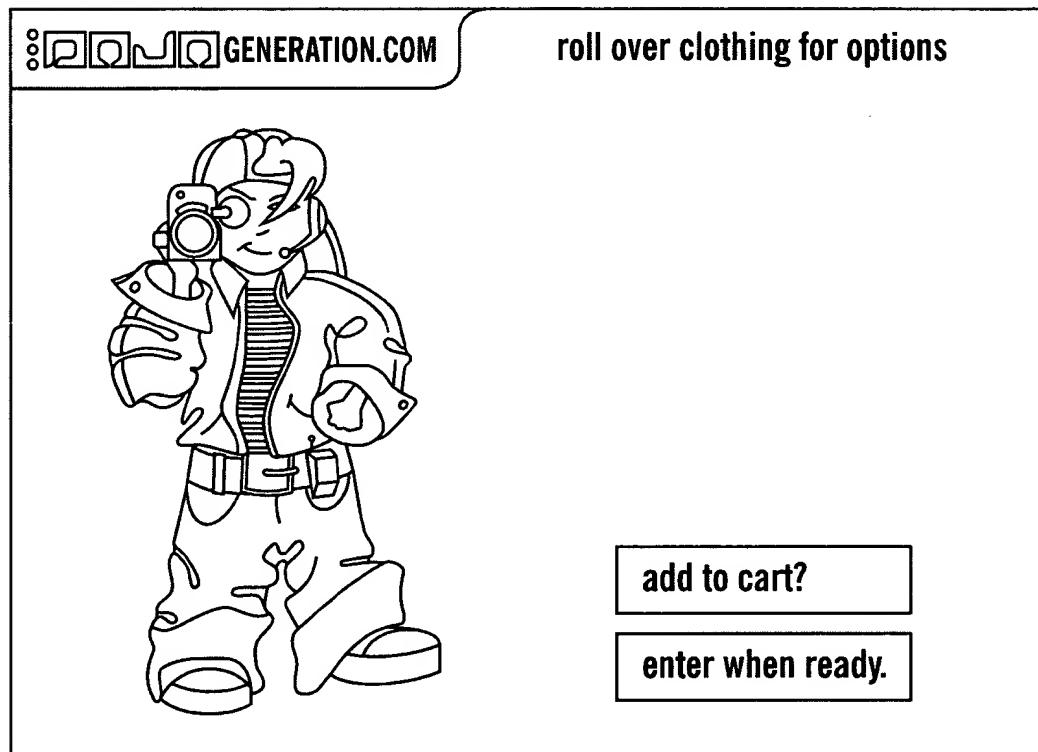


FIG. 10

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DATABASE

USER

IP Address
Password
Character name (optional)
Personal data (optional)

Name
Address
E-mail
Zip code

•

•

PERSONA

Attribute Choices

Gender
Age
Dress

•

•

Accessories

•

•

Interests

•

•

Actions Taken

Link to site A

Viewed page x

Took survey on topic z

Survey answers

Exit page x/time at page x

Return to home site/time at site A

Go to page 5

Select choice C

•

•

HISTORY

Date
Time in
Time out

FIG. 11

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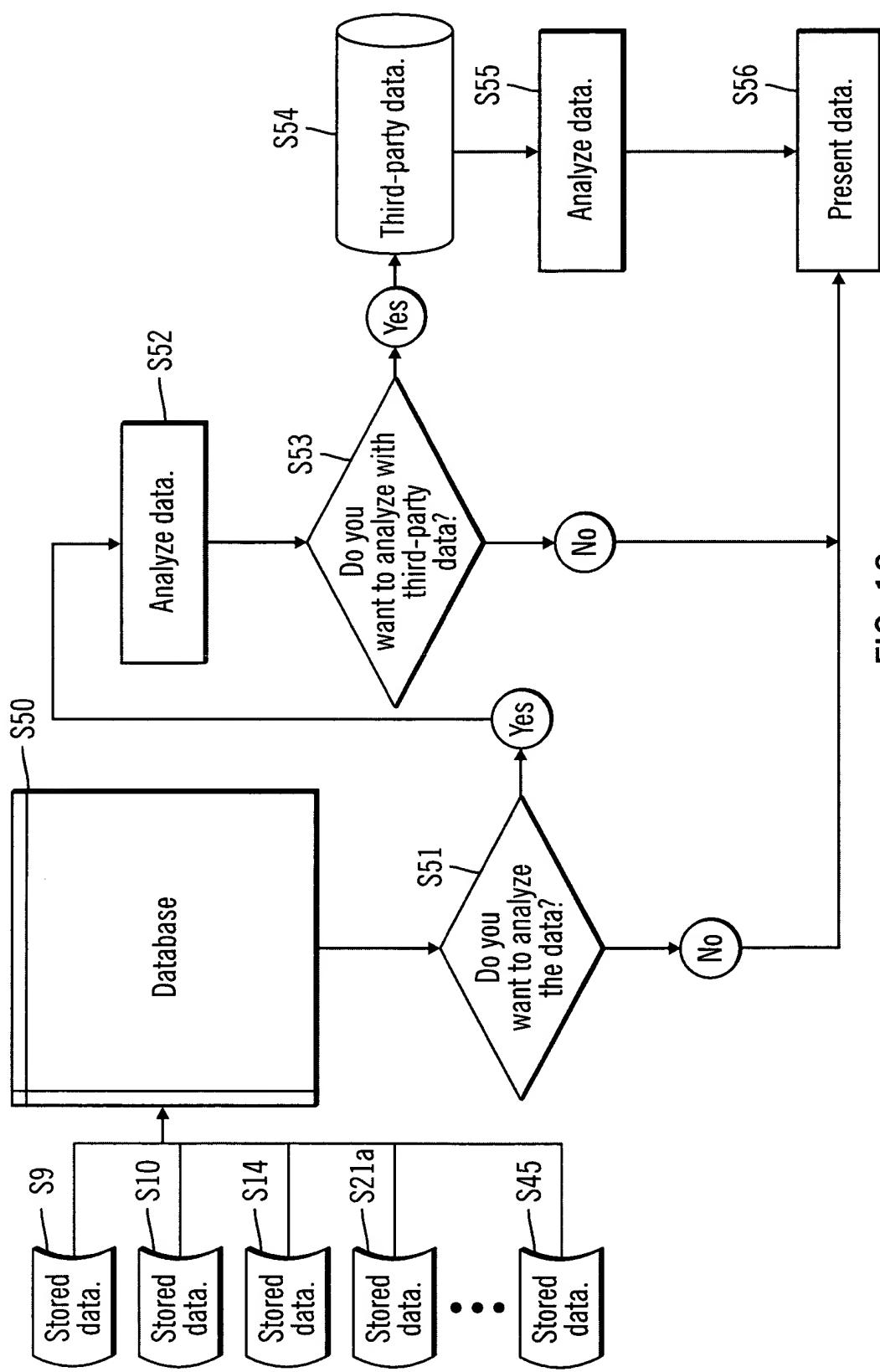


FIG. 12